Claims

2   What is claimed is:

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4   1.   A process for increasing traffic flow to a Web site from one or more search engines,

5   comprising the steps of:

6   A)   a program receiving access to review the code of a Web site;

7   B)   the program receiving one or more search phrases related to the Web site;

8   C)   the program receiving one or more selected search engines to submit the Web site to;

9   D)   the program analyzing the Web site;

10   E)   the program automatically editing the code of the Web site; and

11   F)   the program submitting the Web site to the selected search engines.

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13   2.   The process of claim 1, further including the step of listing suggested edits for the owner

14   to manually edit the code of the Web site.

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16   3.   The process of claim 1, wherein the program resides on a third party server accessible by

17   an owner of the Web site.

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19   4.   The process of claim 1, wherein the program resides on a personal computer accessible

20   by an owner of the Web site.

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22   5.   The process of claim 1, wherein the search phrases are entered by an owner of the Web

23   site and further comprising the step of the program determining additional search phrases.

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25   6.   The process of claim 1, wherein the search phrases are entered by an owner of the Web

26   site and further comprising the step of receiving additional search phrases from a search

27   phrase suggestion tool.

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29   7.   The process of claim 1, wherein the analyzing the Web site step includes checking the

30   spiderability of the Web site.

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1 8. The process of claim 1, wherein the analyzing the Web site step includes checking for
2   search engine parsing problems in the Web site.

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4 9. A process for increasing traffic flow to a Web site from one or more search engines,
5   comprising the steps of:
6 A) a program receiving access to review the code of a Web site;
7 B) the program receiving one or more search phrases related to the Web site;
8 C) the program receiving one or more selected search engines to submit the Web site to;
9 D) the program determining the ranking methodologies used by the selected search engines;
10 E) the program analyzing the Web site using substantially similar ranking methodologies
11   used by the selected search engines;
12 F) the program automatically editing the code of the Web site to increase the expected
13   traffic flow to the Web site from the selected search engines; and
14 G) the program submitting the Web site to the selected search engines.

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16 10. The process of claim 9, further including the step of listing suggested edits for the owner
17   to manually edit the code of the Web site.

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19 11. The process of claim 9, wherein the program resides on a third party server accessible by
20   an owner of the Web site.

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22 12. The process of claim 9, wherein the program resides on a personal computer accessible
23   by an owner of the Web site.

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25 13. The process of claim 9, wherein the search phrases are entered by an owner of the Web
26   site and further comprising the step of the program determining additional search phrases.

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28 14. The process of claim 9, wherein the search phrases are entered by an owner of the Web
29   site and further comprising the step of receiving additional search phrases from a search
30   phrase suggestion tool.

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1 15. The process of claim 9, wherein the analyzing the Web site step includes checking the
2   spiderability of the Web site.
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4 16. The process of claim 9, wherein the analyzing the Web site step includes checking for
5   search engine parsing problems in the Web site.
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7 17. A process for increasing traffic flow to a Web site from one or more search engines,
8   comprising the steps of:
9 A)   a program receiving access to review the code of a Web site;
10 B)   the program receiving one or more search phrases related to the Web site;
11 C)   the program receiving one or more selected search engines to submit the Web site to;
12 D)   the program determining the ranking methodologies used by the selected search engines;
13 E)   the program analyzing the Web site using substantially similar ranking methodologies
14   used by the selected search engines;
15 F)   the program automatically editing the code of the Web site to increase the expected
16   traffic flow to the Web site from the selected search engines;
17 G)   the program submitting the Web site to the selected search engines; and
18 H)   repeating steps D) through G) to maintain an increased level of traffic flow to the Web
19   site.
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21 18. The process of claim 17, wherein step F) further includes the step of listing suggested
22   edits for the owner to manually edit the code of the Web site.
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24 19. The process of claim 17, wherein the program resides on a third party server accessible
25   by an owner of the Web site.
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27 20. The process of claim 17, wherein the program resides on a personal computer accessible
28   by an owner of the Web site.
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30 21. The process of claim 17, wherein the search phrases are entered by an owner of the Web
31   site and further comprising the step of the program determining additional search phrases.

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2   22.   The process of claim 17, wherein the search phrases are entered by an owner of the Web

3   site and further comprising the step of receiving additional search phrases from a search

4   phrase suggestion tool.

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6   23.   The process of claim 17, wherein the analyzing the Web site step includes checking the

7   spiderability of the Web site.

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9   24.   The process of claim 17, wherein the analyzing the Web site step includes checking for

10   search engine parsing problems in the Web site.